

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for selecting personalized commercials, said method comprising the steps of:

providing, for each of a plurality of programs ~~{210, 212, 214, 216, 218}~~, a score ~~{S}~~ indicating a degree of preference of at least one user ~~{205}~~ in relation thereto;

providing, for each of a plurality of commercials ~~{260, 262, 264, 266}~~, respective correlation factors ~~{CF}~~ indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

providing, for each of the plurality of commercials, a metric ~~{E}~~ indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

2. (Currently Amended) The method ~~of~~ as claimed in claim 1, wherein:

for each of the plurality of commercials, the providing the metric ~~{E}~~ comprises summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

3. (Currently Amended) The method ~~of as claimed in claim 1,~~
~~wherein said method further comprising~~comprises the step of:
selecting at least one of the plurality of commercials to
provide to the at least one user based on its metric~~-(E)~~.

4. (Currently Amended) The method ~~of as claimed in claim 1,~~
wherein:
for each of the plurality of programs, the providing a
score indicating a degree of preference of the at least one user
comprises using a program recommender~~-(160)~~.

5. (Currently Amended) The method ~~of as claimed in claim 1,~~
wherein:
for each of the plurality of commercials, the respective
correlation factors are provided by advertisers associated
therewith.

6. (Currently Amended) The method ~~of as claimed in claim 1,~~
wherein:
the programs comprise video programs.

7. (Currently Amended) The method ~~of as claimed in claim 1,~~
wherein:
the programs comprise television programs.

8. (Currently Amended) The method ~~of as claimed in claim 1~~,
wherein:

the programs comprise audio programs.

9. (Currently Amended) The method ~~of as claimed in claim 1~~,
wherein:

the programs have audio and video portions.

10. (Currently Amended) An apparatus for selecting personalized
commercials, ~~said apparatus comprising:~~

means ~~(160)~~ for providing, for each of a plurality of
programs ~~(210, 212, 214, 216, 218)~~, a score ~~(S)~~ indicating a degree
of preference of at least one user ~~(205)~~ in relation thereto;

means ~~(170)~~ for providing, for each of a plurality of
commercials ~~(260, 262, 264, 266)~~, respective correlation factors
~~(CF)~~ indicating respective degrees of effectiveness in relation to
each of the plurality of programs; and

means ~~(140)~~ for providing, for each of the plurality of
commercials, a metric ~~(E)~~ indicating a degree of effectiveness in
relation to the at least one user based on the scores and the
respective correlation factors.

11. (Currently Amended) The apparatus ~~of as claimed in claim~~
10, wherein:

the means for providing the metric ~~(E)~~ sums, over each of
the plurality of programs, a product of the score for each of the

plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

12. (Currently Amended) An apparatus for selecting personalized commercials, comprising:

a program recommender ~~(160)~~ providing, for each of a plurality of programs ~~(210, 212, 214, 216, 218)~~, a score ~~(S)~~ indicating a degree of preference of at least one user ~~(205)~~ in relation thereto;

a commercial classifier ~~(170)~~ providing, for each of a plurality of commercials ~~(260, 262, 264, 266)~~, respective correlation factors ~~(CF)~~ indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

a processor ~~(140)~~ providing, for each of the plurality of commercials, a metric ~~(E)~~ indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

13. (Currently Amended) The apparatus ~~of as claimed in claim~~ 12, wherein:

the processor provides the metric ~~(E)~~ by summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

14. (Currently Amended) A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for selecting personalized commercials, the method comprising:

providing, for each of a plurality of programs ~~{210, 212, 214, 216, 218}~~, a score ~~{S}~~ indicating a degree of preference of at least one user ~~{205}~~ in relation thereto;

providing, for each of a plurality of commercials ~~{260, 262, 264, 266}~~, respective correlation factors ~~{CF}~~ indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

providing, for each of the plurality of commercials, a metric ~~{E}~~ indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

15. (Currently Amended) The program storage device ~~of as claimed in~~ claim 14, wherein the providing the metric ~~{E}~~ comprises summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.